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Schools Portal Communications Plan

Student Financial Assistance

EXTERNAL COMMUNICATIONS

Vehicle	Responsible	Sender	Message/Purpose	Audience	Timing/ Frequency
Schools Channel Portal Involvement Sessions • **Alpha groups – 5 members** • **Beta groups – 200 members**	Colleen Miller Sandi Foy McCabe Supported by Modernization Partner (AC, KPMG, Exolve)	**Schools Portal Channel Leads (from Schools Channel)** Colleen Miller Mary Haldane Supported by Modernization Partner	• Obtain further definition for School Portal requirements • Gather feedback on the Concept Demo and R1.0 Working Prototype • Usability testing for R1.0 Working Prototype • Manage expectations for the School Portal R1.0 Working Prototype • Build advocates for the Schools portal within the school financial aid community	• Focus group members – ideally a cross-section of roles from the Schools financial aid community including: • Financial Aid Officers	1. Requirements Definition – April and May 2. Concept Validation – May 3. Usability – June 4. R1.0 Testing and Validation – June Number of sessions and location TBD
Schools Channel Focus Group Sessions	Dave Marr Gary Garoffolo Michael Logsdon	Kay Jacks	• General focus groups around Common Aid Origination and Disbursement and Portals • Build awareness and manage expectations for COD and Portals and gather requirements for future releases	• 5 regions – TBD (detail to be mapped out by Gary Garoffolo	TBD
Schools Channel Portal Vision	Michael Logsdon	• Kay Jacks • Schools Channel Senior Managers	• Used to provide consistent messages to all schools financial aid community members • Build awareness and manage expectations for Schools Portal R1.0 prototype	School financial aid community members	As needed
Product Launch Announcements • **NASFAA Website** • **Flyer enclosed with conference materials**	Colleen Miller Michael Logsdon	**Schools Portal Channel Leads (from Schools Channel)** Colleen Miller Mary Haldane Supported by Modernization Partner	• Build awareness and excitement for the Schools Channel Portal R1.0 Working Prototype • Manage expectations for the School Portal R1.0 Working Prototype	NASFAA conference attendees	Mid-June (prior to NASFAA conference)

Vehicle	Responsible	Sender	Message/Purpose	Audience	Timing/ Frequency
NASFAA Conference Materials	Colleen Miller Michael Logsdon	Kay Jacks	• Unveil the Schools Portal R1.0 Working Prototype at the NASFAA conference • Communicate timeframe and functionality of future releases of the Schools Portal to manage expectations • Receive feedback/ideas regarding the Schools Channel Portal	NASFAA conference attendees	July 9th

INTERNAL COMMUNICATIONS

Vehicle	Responsible	Sender	Message/Purpose	Audience/ Receivers	Frequency
Schools Channel Portal Information Gathering • **Meetings** • **Conference Calls** • **Interviews**	Colleen Miller	**Schools Portal Channel Leads (from Schools Channel)** Colleen Miller Supported by Modernization Partner	• Obtain further definition for School Portal requirements • Gather feedback on the Concept Demo and R1.0 Working Prototype • Build awareness, understanding and excitement for the Schools Channel Portal R1.0 Working Prototype	A mix of SFA employees from the Schools Channel who are subject matter experts ensuring involvement from: • Different functions • Different regions • Different grade levels	As needed
Management Council/Greg Woods Updates	Colleen Miller Sandi Foy McCabe	• Kay Jacks • Helene Epstein	• Communicate progress of project • Communicate next steps of project • Raise issues to management	Greg Woods Management Council	Every other week at a minimum
Weekly Status Report (Status at a Glance)	Colleen Miller Sandi Foy McCabe	**Schools Channel Portal Leads** • Sandi Foy McCabe • Colleen Miller	• Communicate progress of project • Communicate next steps of project • Raise issues to management	**Project Sponsors** • Kay Jacks • Helene Epstein	Weekly
Monthly Project Update • E-mail or other means of communications	Colleen Miller Sandi Foy McCabe Michael Logsdon	• Kay Jacks • Schools Channel Managers • Karen Freeman	• Build awareness of the timeframe and scope of the Schools Portal *within* SFA	Schools Channel employees	Monthly
Inside SFA Newsletter	Colleen Miller Michael Logsdon	Karen Freeman	• Announce product launch at NASFAA conference (success story)	SFA employees	July 10th
SFA Intranet or existing Schools Channel Web Sites	Colleen Miller Michael Logsdon	Intranet or web site 'owners'	• Build awareness of the timeframe and scope of the Schools Portal • Provide routine updates on the progress of the project	SFA employees	As needed